Council Meeting of February 26 2014

Agenda Item No. 8e

REQUEST FOR COUNCIL ACTION

SUBJECT: Review progress of new City logo design.

SUMMARY: The City's Branding Committee has been working since September 2013 with a graphic artist to design a logo to replace the one that has been in use since 1980. Concepts were presented at the December 18, 2013 City Council meeting, the January 16, 2014 Strategic Planning Session, and the January 29, 2014 City Council meeting. Staff was directed to bring back revisions for Council consideration. The Council approved the branding initiative during the January 9, 2013 meeting as part of the City's Economic Development Strategic Plan.

FISCAL IMPACT: Council approved the expenditure up to $25,000 as part of the community branding initiative included in the 2013-2014 Budget. The branding initiative includes other components in addition to the logo. The logo purchase order is for up to $8,500.

STAFF RECOMMENDATION:

Staff is looking for council feedback on logo design.

MOTION RECOMMENDED:

No motion required. Council is only directing staff as to desired modifications unless Council is ready to approve a new logo design.

Roll Call vote required

Prepared by:

Kim Wells
Communications Manager

Recommended by:

Rick Davis
City Manager

Reviewed by:

Bryce Haderlie
Assistant City Manager

BACKGROUND DISCUSSION:
The City Council of West Jordan City, on January 18, 2013, communicated its unified desire to move forward with the creation of a branding strategy. This branding strategy would include but not be limited to the creation of a new City logo and slogan. It was proposed by the City Manager at the time that the creation of a new logo and slogan should be a part of a more comprehensive strategy to address community branding and marketing.

Design work is underway with a graphic artist with expertise in strategic logo creation to design a logo to identify and market the City of West Jordan. The logo will be used on all materials produced by and for the city including signage, printed materials, advertisements, products, website, e-mails, letterhead and other materials. Staff will use the materials with the current logo to avoid waste and slowly implement the new logo as new materials are ordered.

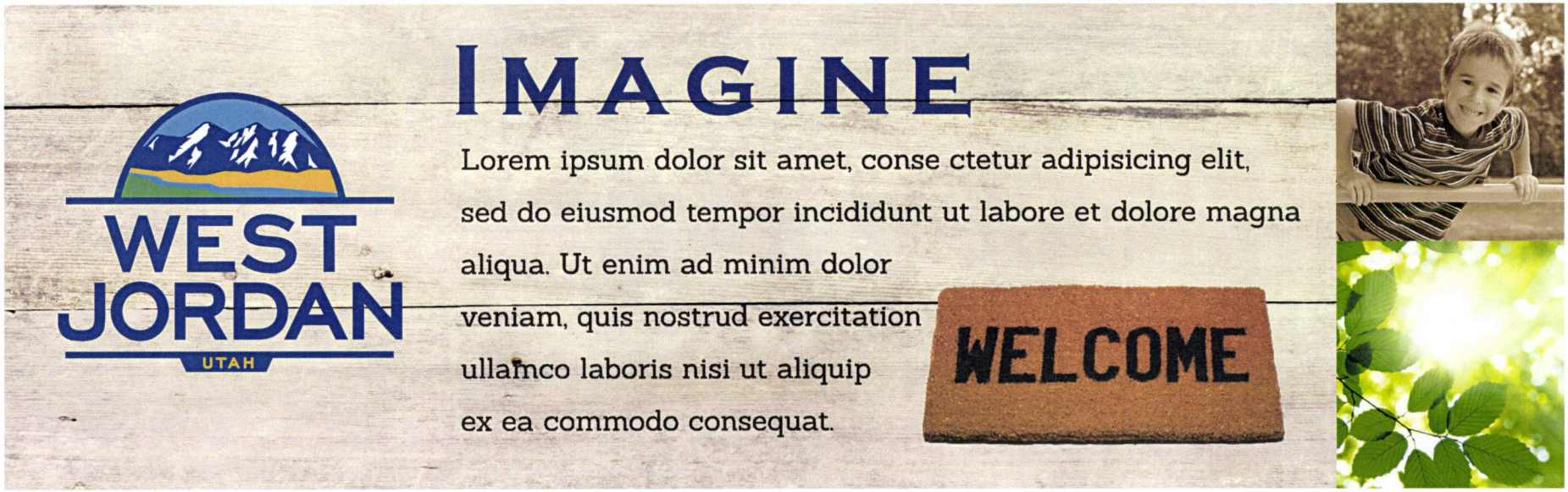
Logo design is estimated to cost between $5,500-$8,500 to create the following:

1. Main Logo
2. Department Logos
3. Stationery Package (Business Cards, Letterhead, #10 Envelopes)
4. Web Site Landing Page Template
5. Newsletter Template
6. Style Guide
7. Street Signs
8. Sign Templates (four future application)
9. Apparel Design

Concept No. 1

Concept No. 1 - Street Sign Application

Concept No. 1 - Park Sign Application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Concept No. 1 - Web Site Application #2

Concept No. 1 - Vehicle Application

Concept No. 2

WEST JORDAN

Concept No. 2 - Street Sign Application

Concept No. 2 - Park Sign Application

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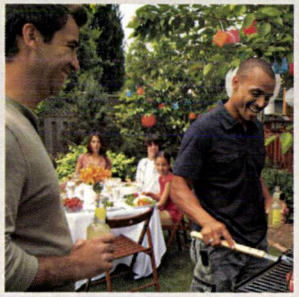

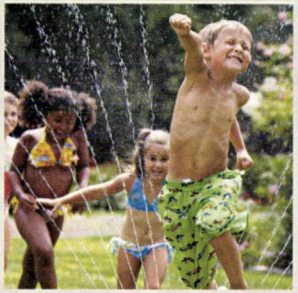

Concept No. 2 - Vehicle Application

Concept No. 3

WEST JORDAN

Concept No. 3 - Street Sign Application

Concept No. 3 - Park Sign Application

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Concept No. 3 - Vehicle Application